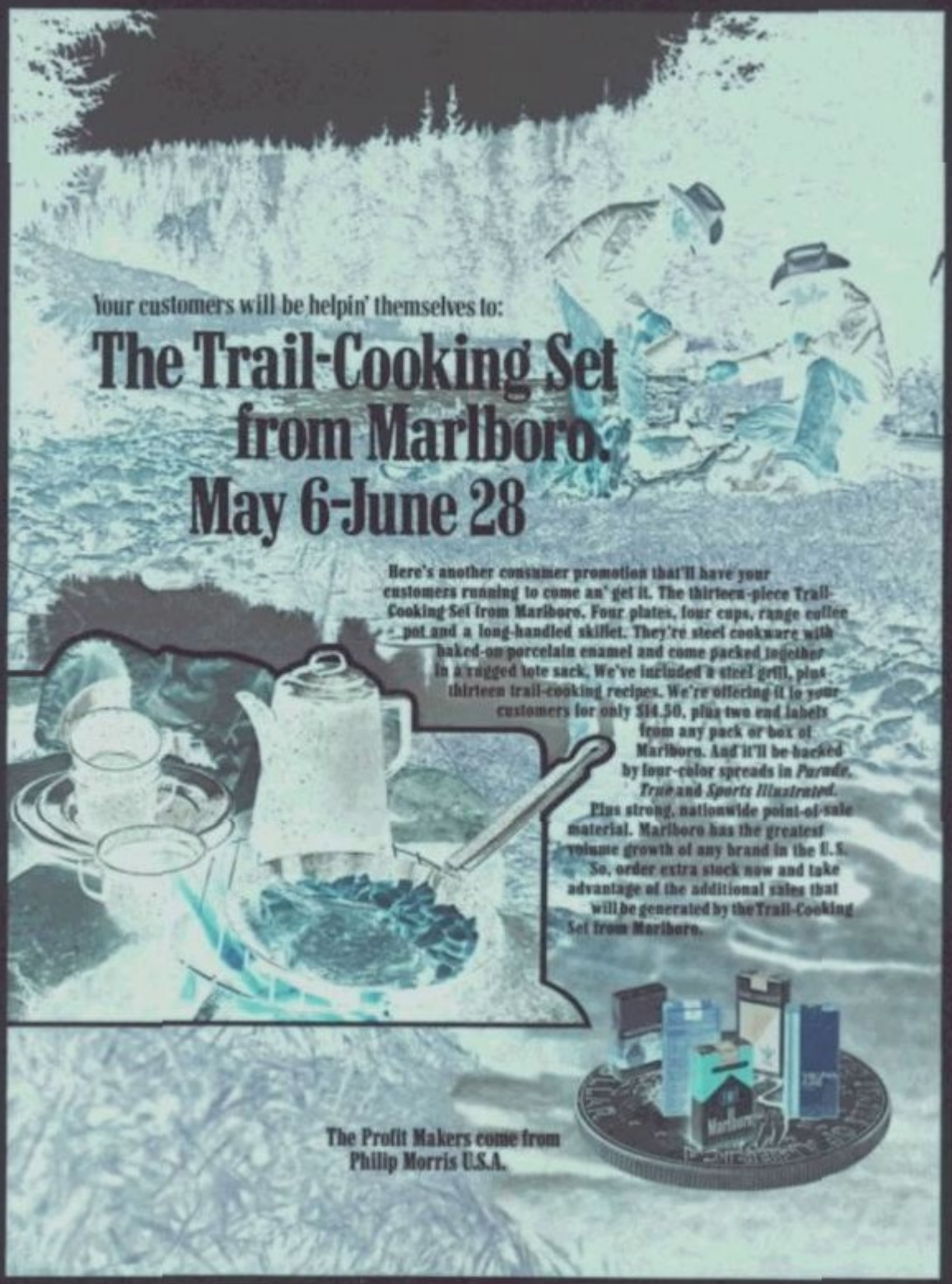
LEO BURNETT U.S.A.
Ad No. 2210—Req. No. 93224—Marlboro Trail Kit—Trade Magazines, 1974 (A)
Printed in U.S.A.


Your customers will be helpin' themselves to:
The Trail-Cooking Set from Marlboro. May 6-June 28
Here's another consumer promotion that'll have your customers running to come an' get it. The thirteen-piece Trail-Cooking Set from Marlboro. Four plates, four cups, range coffee pot and a long-handled skillet. They're steel cookware with baked-on porcelain enamel and come packed together in a rugged tote sack. We've included a steel grill, plus thirteen trail-cooking recipes. We're offering it to your customers for only $14.50, plus two end labels from any pack or box of Marlboro. And it'll be backed by four-color spreads in Parade, True and Sports Illustrated.
Plus strong, nationwide point-of-sale material. Marlboro has the greatest volume growth of any brand in the U.S. So, order extra stock now and take advantage of the additional sales that will be generated by the Trail-Cooking Set from Marlboro.
The Profit Makers come from Philip Morris U.S.A.

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